



Light Engineering's First Year at World of Concrete

January 22nd 2008, Las Vegas, NV – Light Engineering (LE), an innovator in the motor and power generation marketplace, but a newcomer to the construction world, announced today that it will be displaying its light tower during the World of Concrete conference in Las Vegas, NV. World of Concrete is the largest gathering of professionals for the construction industry. LE is very pleased to be participating in World of Concrete. This being our first year, we are looking forward to a great and productive show," said Mathew Johnston, CEO of Light Engineering.

In 2007, LE announced availability of the LT 30-30™, offering commercial construction corporations the unique opportunity to reduce light tower fuel consumption and maintenance expense with revolutionary GenSmart™ technology. With more than *30% less fuel consumption* and *30% longer run time*, the LT 30-30™ offers operating efficiency improvements that can reduce typical fleet operating expense by \$200,000 per year for a fleet of 100 light towers!

LE, a newly emerging company in the construction industry, is a great solution to your lighting and power needs. With over 19 patents protecting our technology in rotating machines; we are quickly becoming a leader in the industry.

LE has developed and markets the industry's leading rotating machine technology for permanent magnet motors and generators. Our technology enables the LE GenSmart™ generators and SmartTorq™ motors that LE commercially sells today, and also is the building block for various new applications to come. The application of LE technology allows for greatly reduced machine sizes and active material contents, and thus has proven to be the cost leader in permanent magnet applications of 2 – 200 kW. LE is headquartered in Indianapolis, Indiana, USA, and has manufacturing operations in the Guangdong Province of China.

Please visit www.lt-eng.com for more information, or contact:

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